

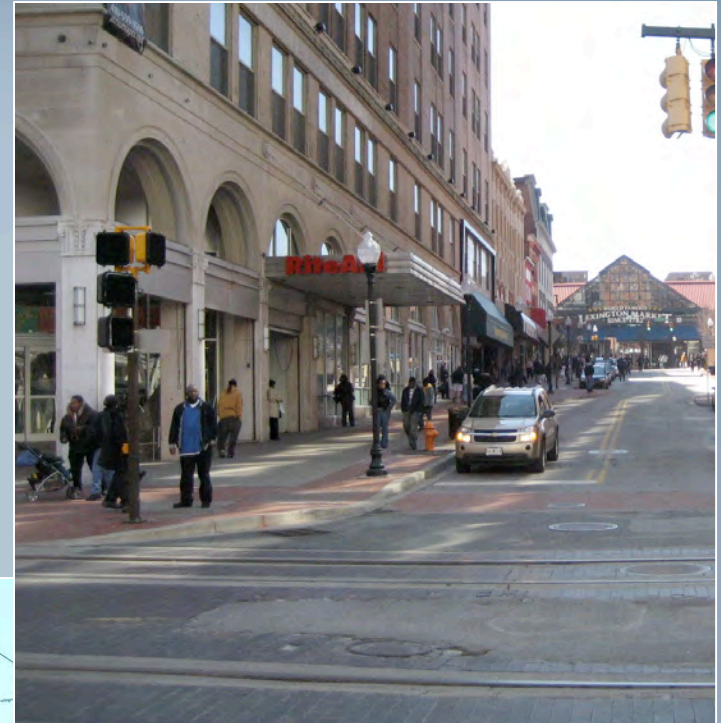
## Transit-Oriented Development: Factors and Elements of Success



*Shelley Poticha, President, Reconnecting America  
Baltimore TOD Summit – 12/10/2007*

# Center for Transit-Oriented Development

- *Creating a national marketplace for TOD, working with cities, transit agencies, developers, investors and communities*
- *Best practices, technical assistance, research, policy reform*
- *A collaboration of Reconnecting America, The Center for Neighborhood Technology, and Strategic Economics*
- *Sponsors include: FTA, HUD, EPA, Ford, McKnight, Surdna, Brookings, Enterprise Community Partners, Corporate Sponsors, Transit Agencies, Cities*





# TOD = A Walkable Neighborhood

People within **a half-mile radius** are **5 times as likely to walk** to a major transit stop than others. Those who live further from a transit node are less likely to bother with the train or bus.

TOD also applies at the **corridor and regional scales.**



# TOD From a Community Perspective

**Synergy between land use and transit delivers:**

- Truly Affordable Housing and Access to Jobs
- Expanded Travel, Shopping and Housing Choices
- Regional Connections and Less Need to Drive
- Community Revitalization and Placemaking
- Environmental and Air Quality Improvements



# TOD From a Transit Perspective

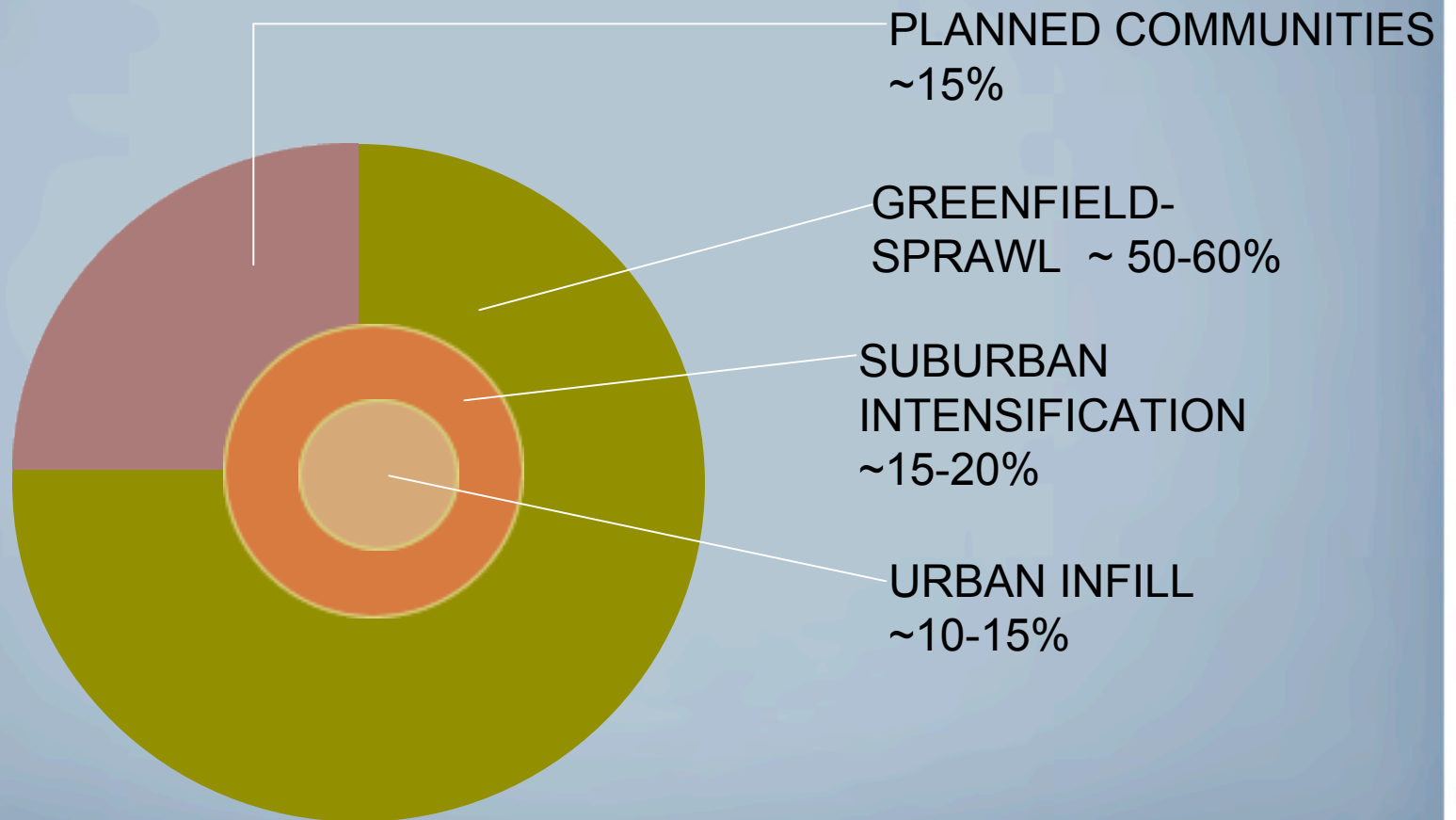
**Synergy between transit and land use that delivers:**

- Increased Ridership and Revenue
- Regional Connections and Efficiency
- Value Creation and Financial Return
- Public Support for Expansion Projects



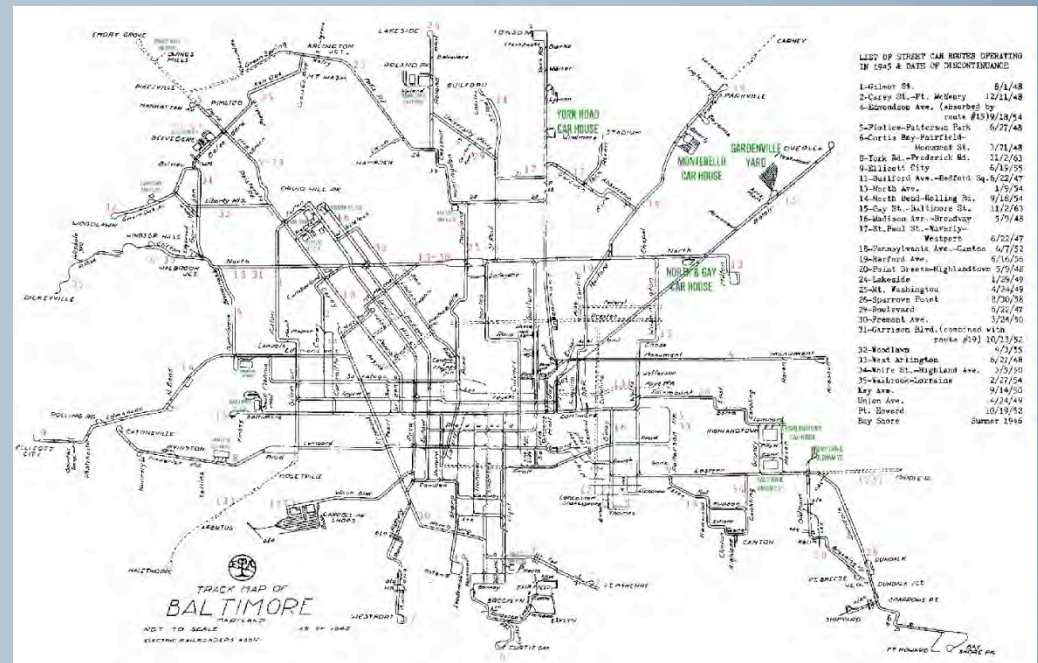


# Growth Has Been Outside of Central Cities, But . . .



# Transit And Urbanism on the Rebound

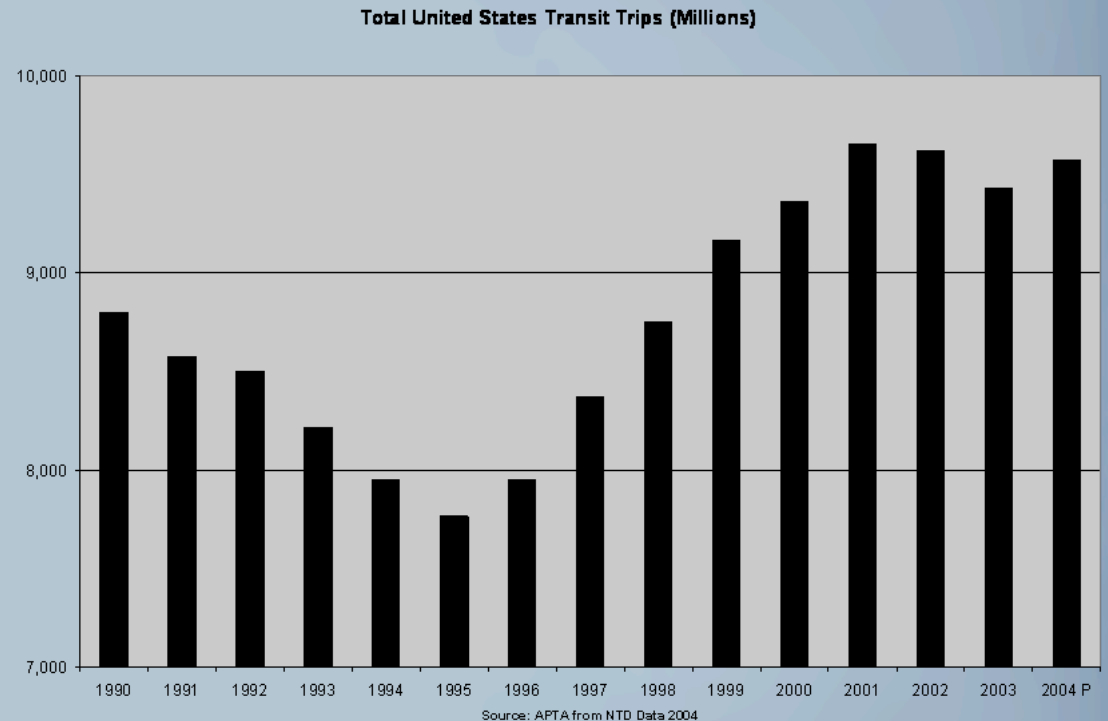
- Transportation has always been connected to settlement patterns
  - Especially transit investments
- Automobile radically shifted development patterns and weakened link between transit and neighborhoods.



1945 Baltimore Trolley Map, courtesy of Baltimore Transit Archives

# Transit and Urbanism on the Rebound

- Transit ridership has increased 25% since 1995
- Over 3500 transit stations in the country, many more planned
- More and more demand for housing near public transportation





# Changing Demographics are Forcing A New Housing Market



**Baby boomers**

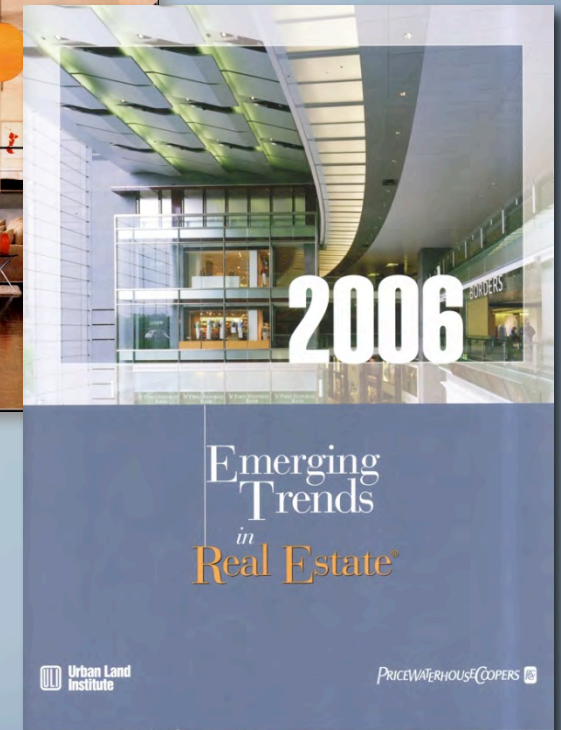


**Echo boomers**

- *Singles will soon be the new majority*
- *Older people will outnumber young people by mid-century*
- *By 2010 Echo Boomers will total 34% of the population*
- *Almost half the U.S. population will be non-white by 2050*
- *Demographic groups growing most quickly—older, non-family, non-white households—have historically preferred transit-rich locations*

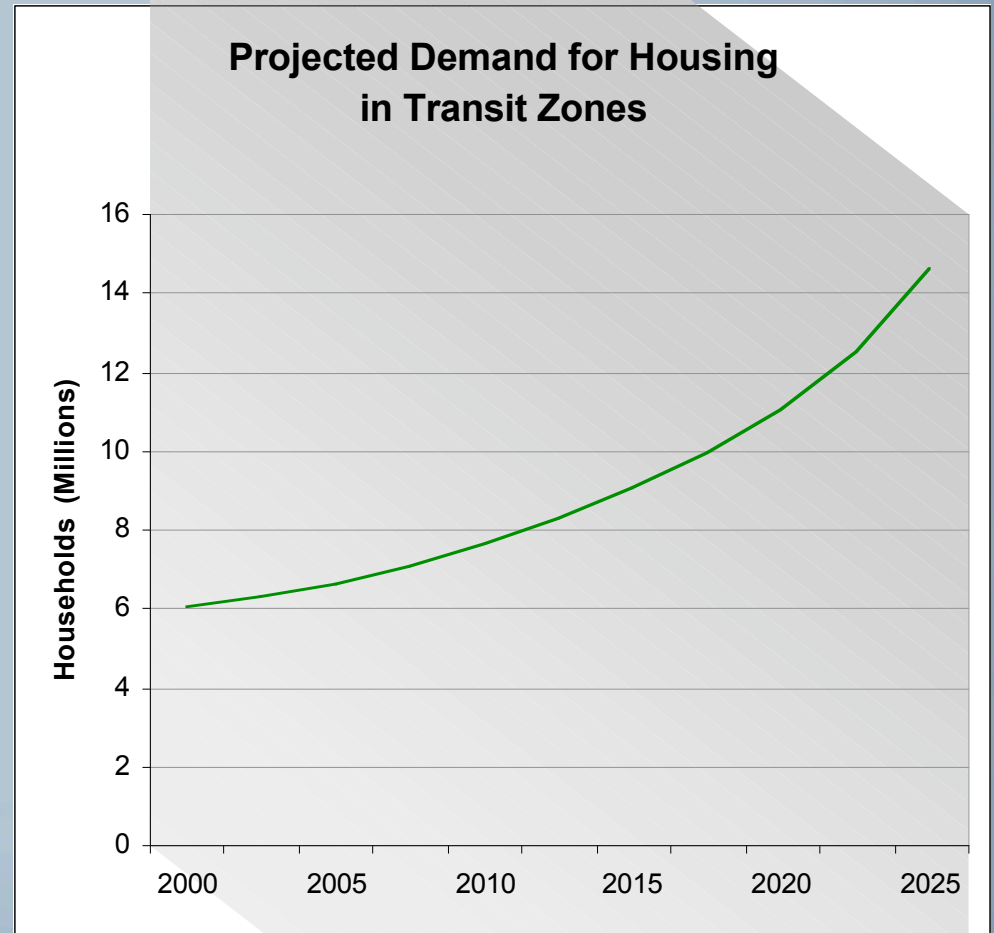
# Changing Consumer Preferences

- Wall Street Journal: 2005 median sales price for condos tops price of single family homes for first time, 9th consecutive year of record condo sales
- *Professional Builder*: 37% of households want small lots and clustered development
- *Business Week*: biggest homebuilders open infill divisions
- AARP: 71% of older households want to be in walking distance of transit
- 2004 National Community Preference Survey revealed a preference for shorter commutes, living in or close to a city— especially among homebuyers



# National demand for TOD will more than double by 2030

- Residential demand could **grow from 6 million to 16 million households** by 2030 nationally
- Regions with extensive and growing transit systems offer the greatest TOD potential.
  - **Baltimore** demand projected to increase from **70K in 2000 to 150K in 2030**
- Growth is likely to be modest through 2010 and accelerate in later years
- TOD Capture Rates are driven by household type and system size





# Diversity & Demand Collide

- Neighborhoods near transit today are **more racially and economically diverse** than the regional average and are vulnerable to displacement.
- **40 %** of TOD demand will come from **households making less than 50% of median income.**
- **58%** of TOD demand is likely to come from **single person households.**
- **Land is scarce!** Construction costs are high!

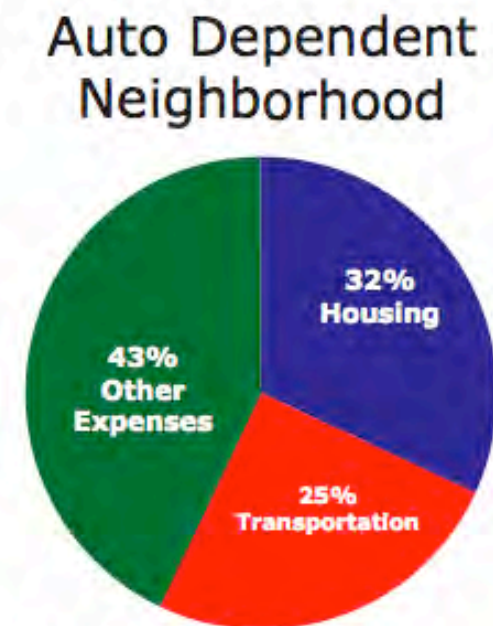
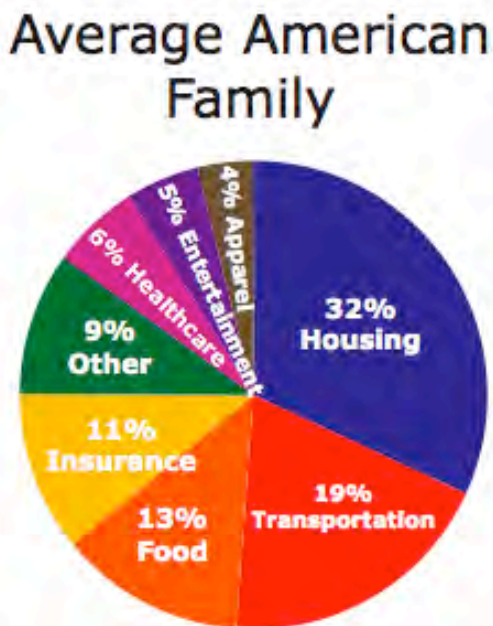
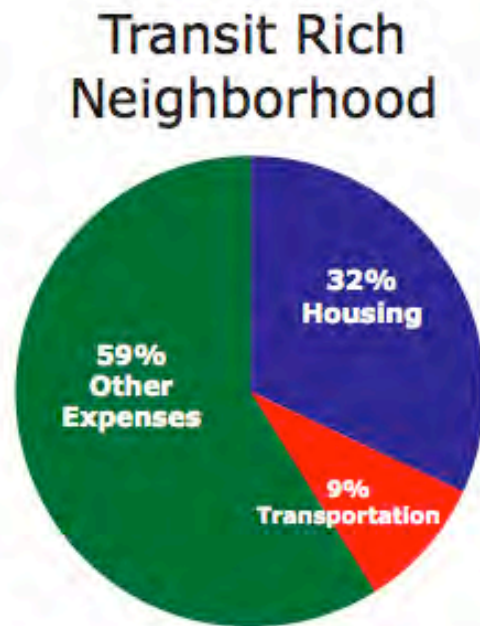


*Affordable TOD in DC*



*Pittsburgh's Strip District*

# Location Matters: Transportation is #2 Expense after Housing



Source: Center for TOD Housing + Transportation Affordability Index, 2004 Bureau of Labor Statistics



# Affordable Living + TOD?



*Affordable TOD in Los Angeles*

- TOD Housing should be diverse
- Low and Moderate Income Households should have the opportunity to take advantage of transportation savings
- Higher Income Households should also be part of TOD for ridership, economic development
- We have a shared interest in doing this right
- **We have the tools**



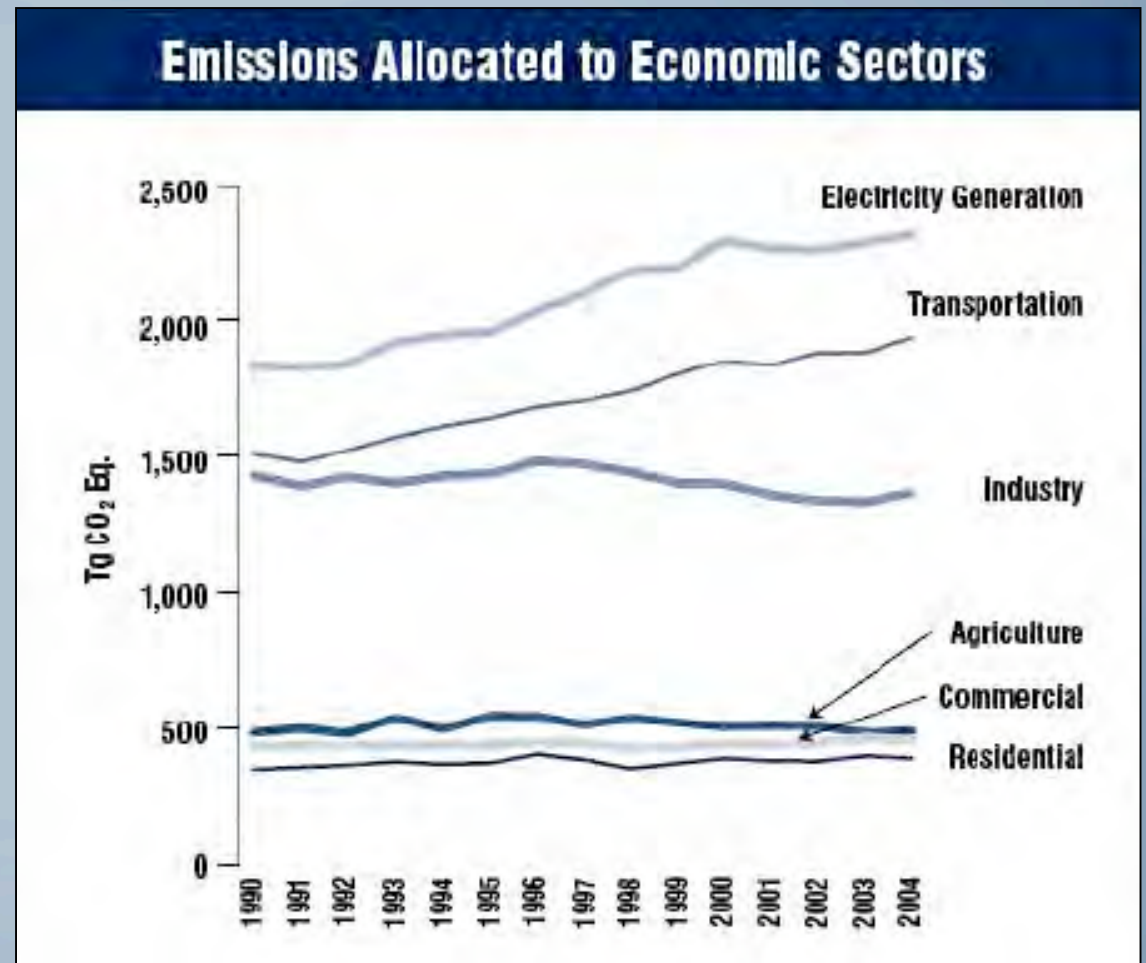
# Community and Economic Revitalization

- Planning for transit and TOD needs to **maximize the impact of a massive public investment**
- Need to **plan ahead for success**, so that everyone can benefit
- Need for a **regional transit and land use vision** that can guide long-term implementation.



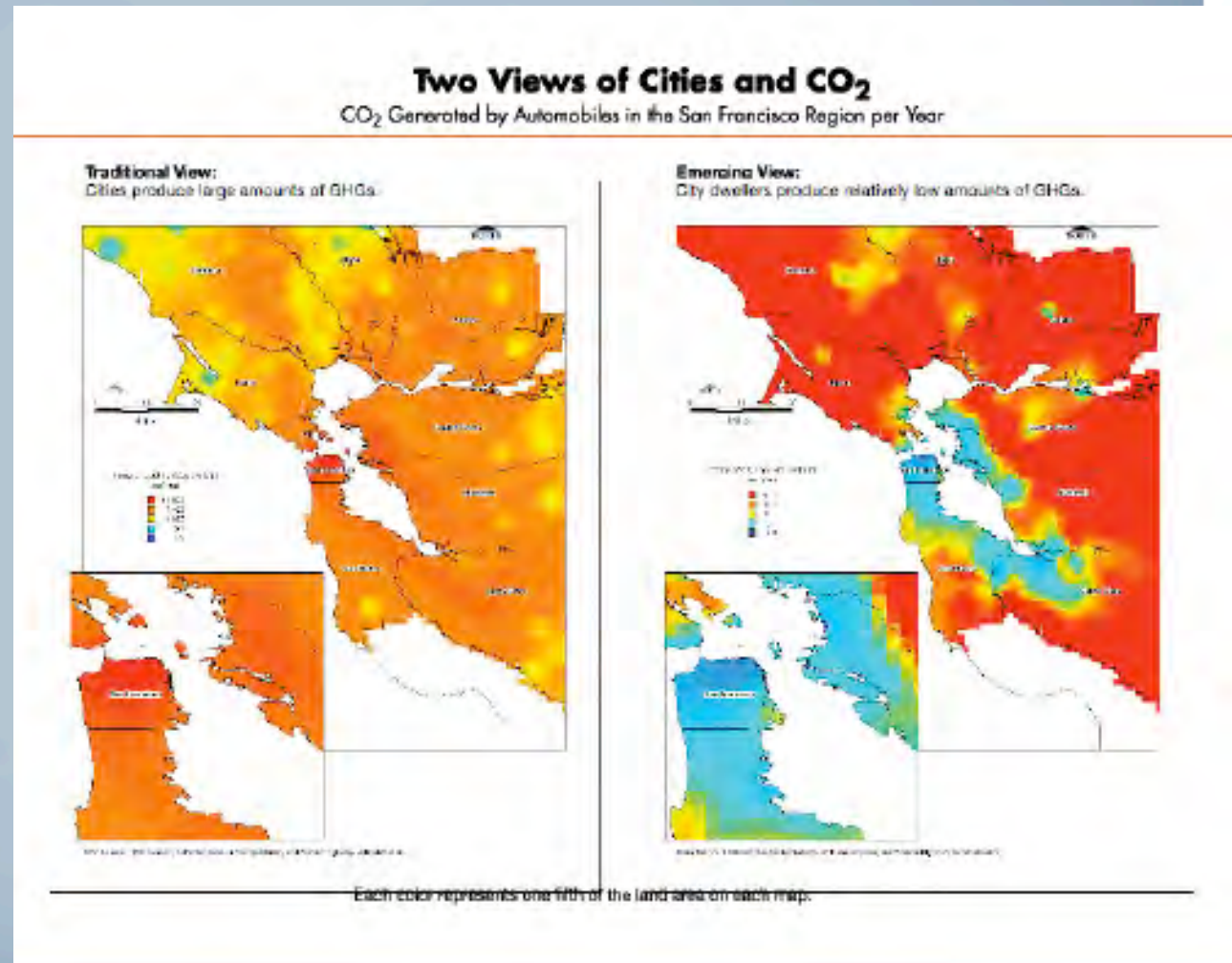
# TOD and Climate Change

- Transportation is one of the largest contributors to greenhouse gas emissions. (US EPA 2006)
- Automobile-dependent development is therefore directly related to climate change.



# TOD and Climate Change

- (Left) The traditional view is the city generates more emissions than surrounding areas
- (Right) In reality, emissions per capita are much lower in the city





# Transit System Size Affects TOD Performance

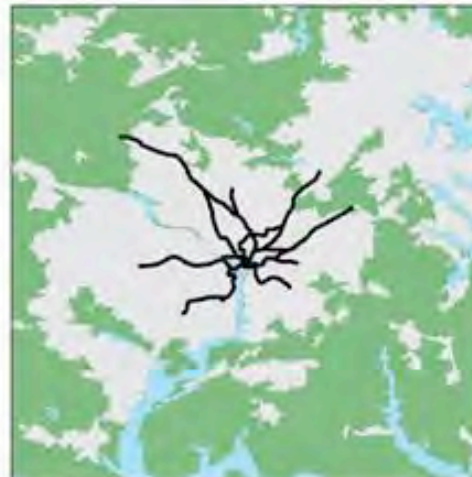
- TOD Market Grows
- Car Ownership Declines
- Incomes Reflect Regional Profile
- Wider Array of Household Types Seek Housing Near Transit
- Higher Walk, Bike and Transit Mode Shares
- More Mid-Day Transit Trips

## Four Transit Systems Shown at the Same Geographic Scale

Houston | Small  
18 Stations



Dallas-Fort Worth | Medium  
48 Stations

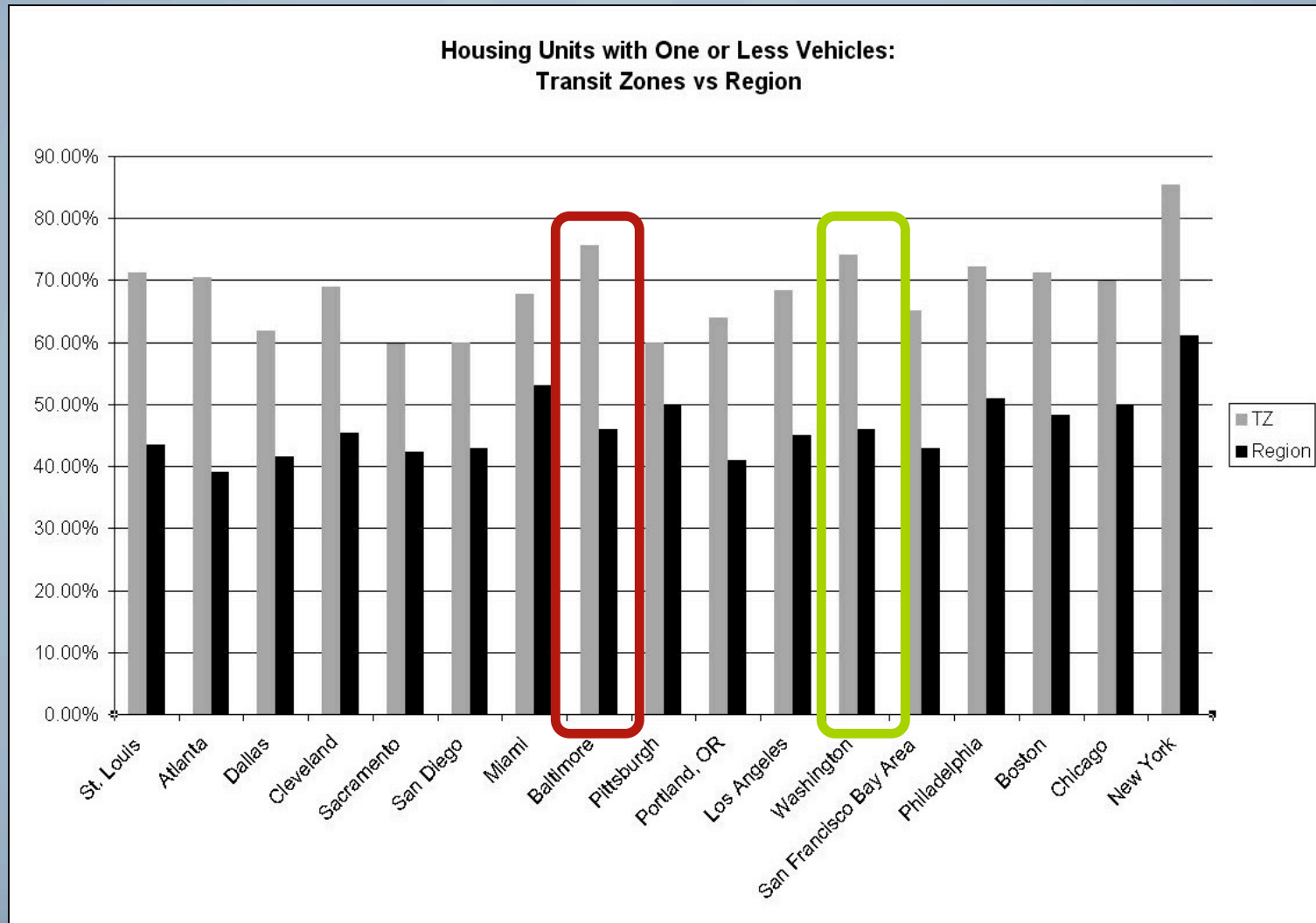


Washington D.C. | Large  
127 Stations

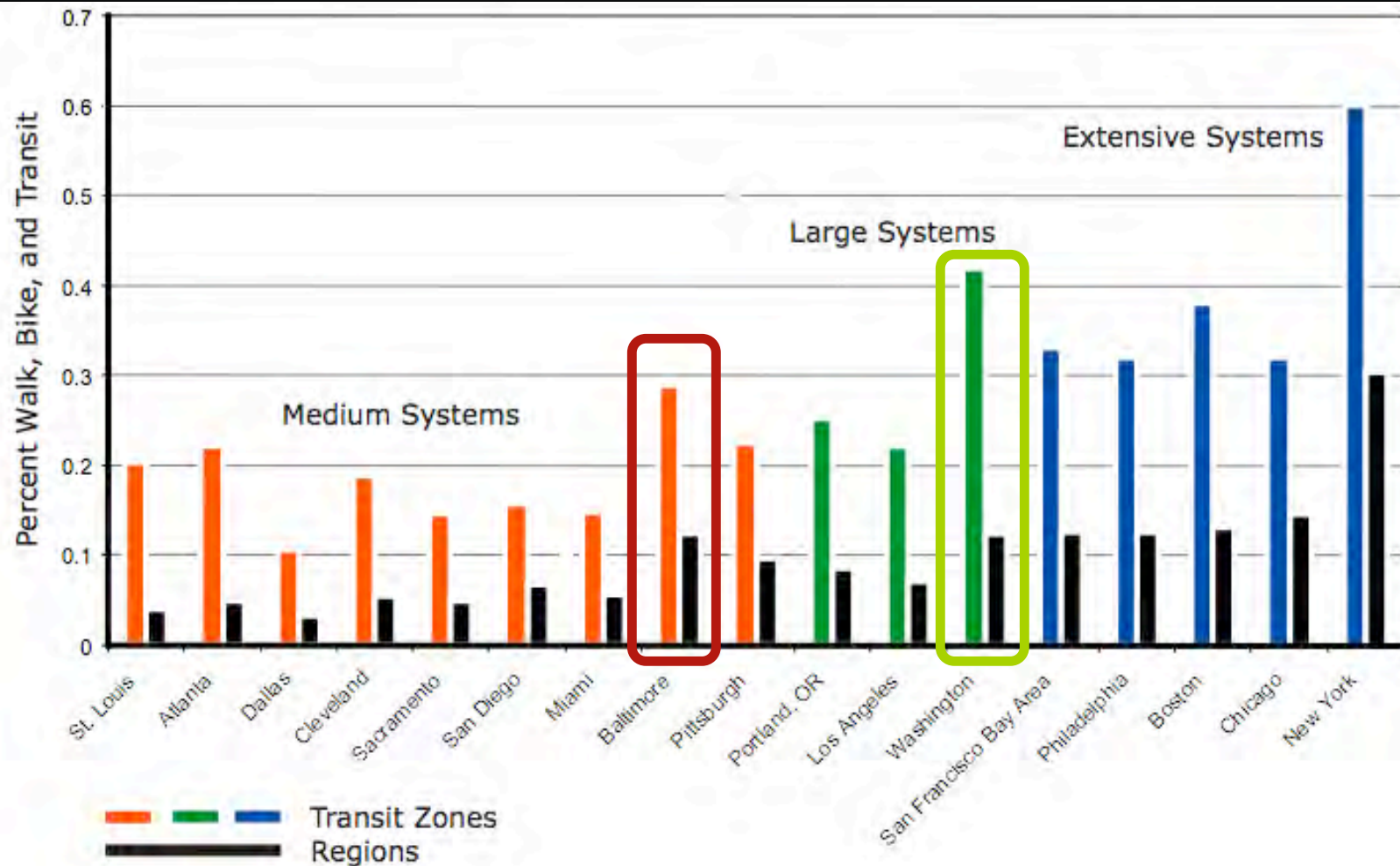


Chicago | Extensive  
401 Stations

# TOD Affects Travel Patterns



# TOD Affects Travel Patterns





# TOD at Four Scales:

- Site
- District
- Corridor
- Region

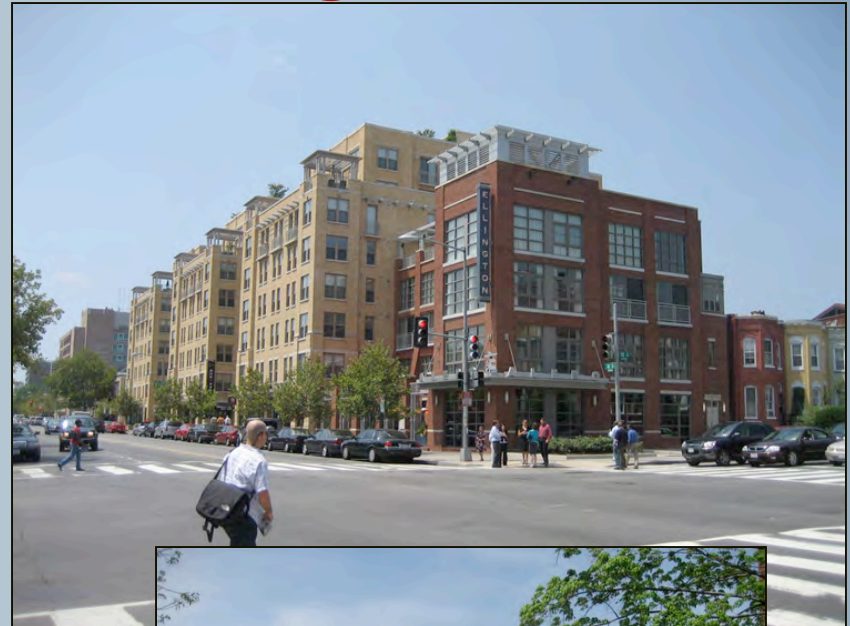


Hi-Lake Station in Minneapolis

# TOD Ingredients: Housing Choices



*Portland's Pearl District*



*U Street, DC*



# TOD Ingredients: Mixed-Use

- Walk to Shops and Services
- Support Local Businesses
- Access Daily Needs Without Driving
- Hit the Library on the way home
- Be Active!



*Bethesda, MD*



# TOD Ingredients: Travel Options

- Transit can't do it alone
- Walkable places are essential
- Lower Parking Standards in TOD
- Car Sharing + Shared parking
- Bike and pedestrian connections
- High quality transit service and bus connections

*Minneapolis, MN*















# TOD Ingredients: Community Engagement

- Outreach and meaningful involvement in planning process
- Long-term strategy
- Clear implementation steps so everyone can see progress





# No “One Size Fits All” Solution

TOD Typology	Desired Land Use Mix	Desired Housing Types	Commercial Employment Types	Proposed Scale	Transit Connectivity	Color Code	Examples
Regional Center	Office Residential Retail Entertainment Civic Uses	Multi-Family and Loft	Prime Office and Shopping	5 Stories and above	Intermodal Facility/ transit hub. Major Regional Destination with quality feeder connections		
Urban Center	Office Retail Residential Entertainment	Multi-Family/Loft/ Townhome	Employment Emphasis, with more than 250,000 sf office and 50,000 sf retail	5 Stories and above	Sub-Regional Destination. Some Park n Ride. Linked district circulator and feeder transit service		
Suburban Center	Residential Retail Office	Multi-Family/ Townhome	Limited Office. Less than 250,000 sf office. More than 50,000 sf retail	3 Stories and above	Sub-Regional Destination. Some Park n Ride. Linked district circulator and feeder transit service		
Neighborhood	Residential Neighborhood Retail	Multi-Family/ Townhome/Small Lot Single Family	Local-Serving Retail. No more than 50,000 sf	2-5 Stories	Walk up station. Very Small Park and Ride, if any. Local and express bus service.		
Main Street	Residential Neighborhood Retail	Small Lot Single Family	Main Street Retail Infill	2-4 Stories	Bus or streetcar corridors. Feeder transit service. Walk up stops. No parking.		
Campus/ Special Events Center	University/Campus Sports Facilities	Limited Multi-Family	Limited Office/Retail	varies	Large Commuter Destination.		



# Getting it Right at the District

- Creates Greater Critical Mass and Momentum
- Allows Different Sites to Provide Different Functions
- Responds More Flexibly to the Market
- District Connectivity Can Reduce Auto Dependency and Expands Transit Ridership



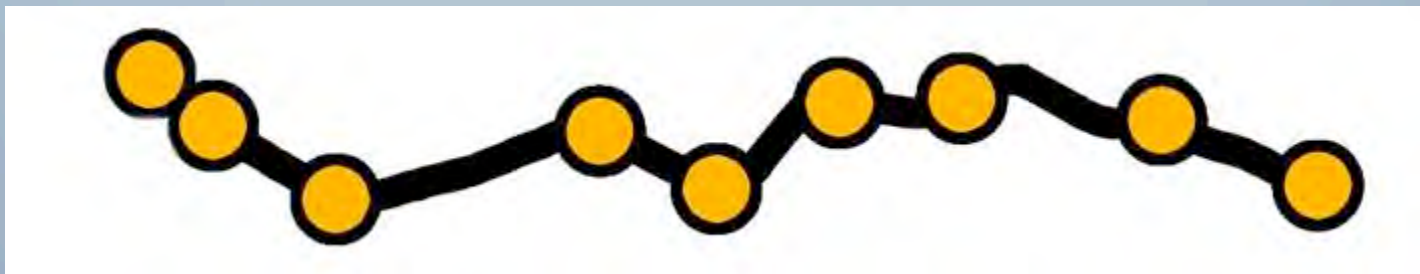
*Rendering of transit-oriented revitalization project along 60th Street in West Philadelphia.*

# District to Corridor



# Why Corridor?

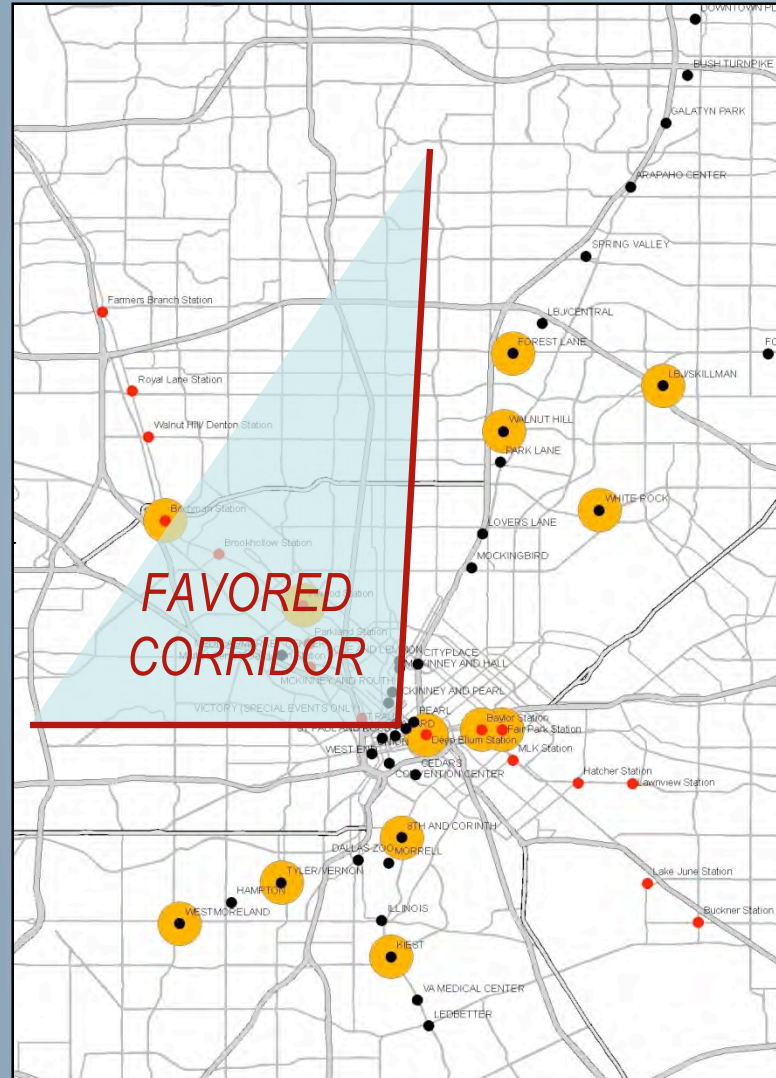
- Transit Systems are planned at the Corridor Level
- Transit changes market dynamics by providing new access
- Stations play different roles along a corridor
- Potential for shared resources and amenities (parks, major shopping, community facilities)





- *TOD markets vary by region and by corridor*
- *Transit alone will not create real estate markets*
- *Regions with transit may have corridors with both strong and weak TOD markets*

## TOD Corridors: Not All Alike



- *Dallas TOD Opportunities vary based on the strength of local markets.*

# TOD in “Unfavored” Corridors

- *Transit ridership models favor low-income corridors*
- *Cost effectiveness formula favors existing freight lines and other low-cost rights-of-way*
- *Station areas often are distressed neighborhoods with concentrated poverty*
- *These places often need “catalytic” projects to turn the market around*
- *How do you ensure everyone—including current residents—benefits from investment?*

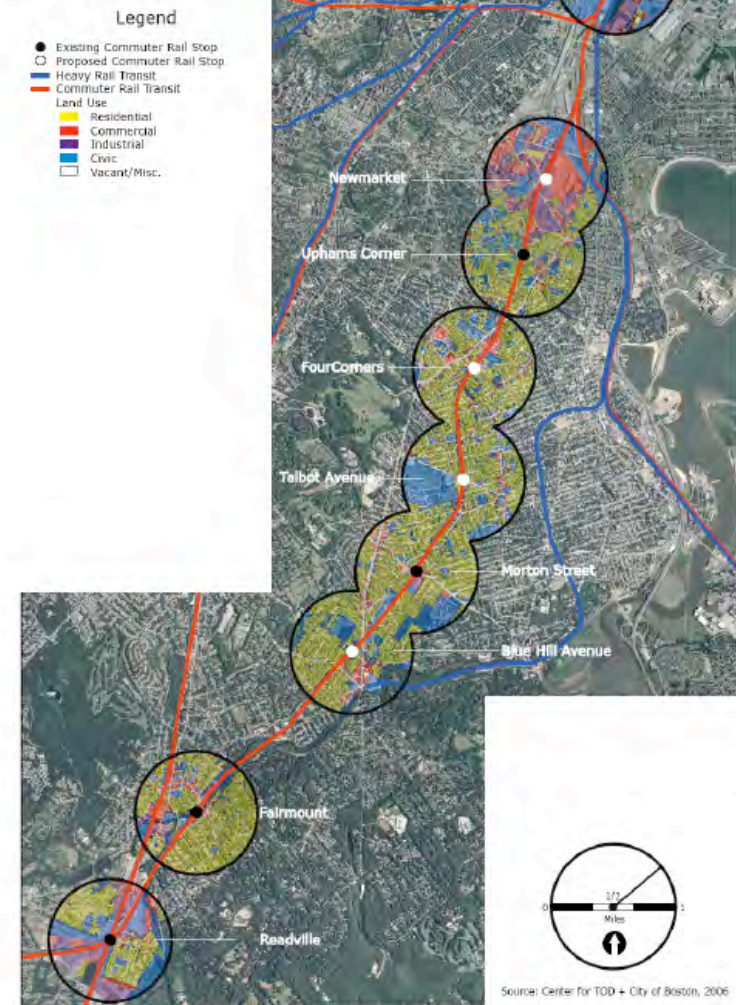
# Case Study: Boston's Fairmount Line



*Buildings along the existing Fairmount Line*



Map B2  
Existing Land Uses  
Fairmount/Indigo Line  
Boston, MA

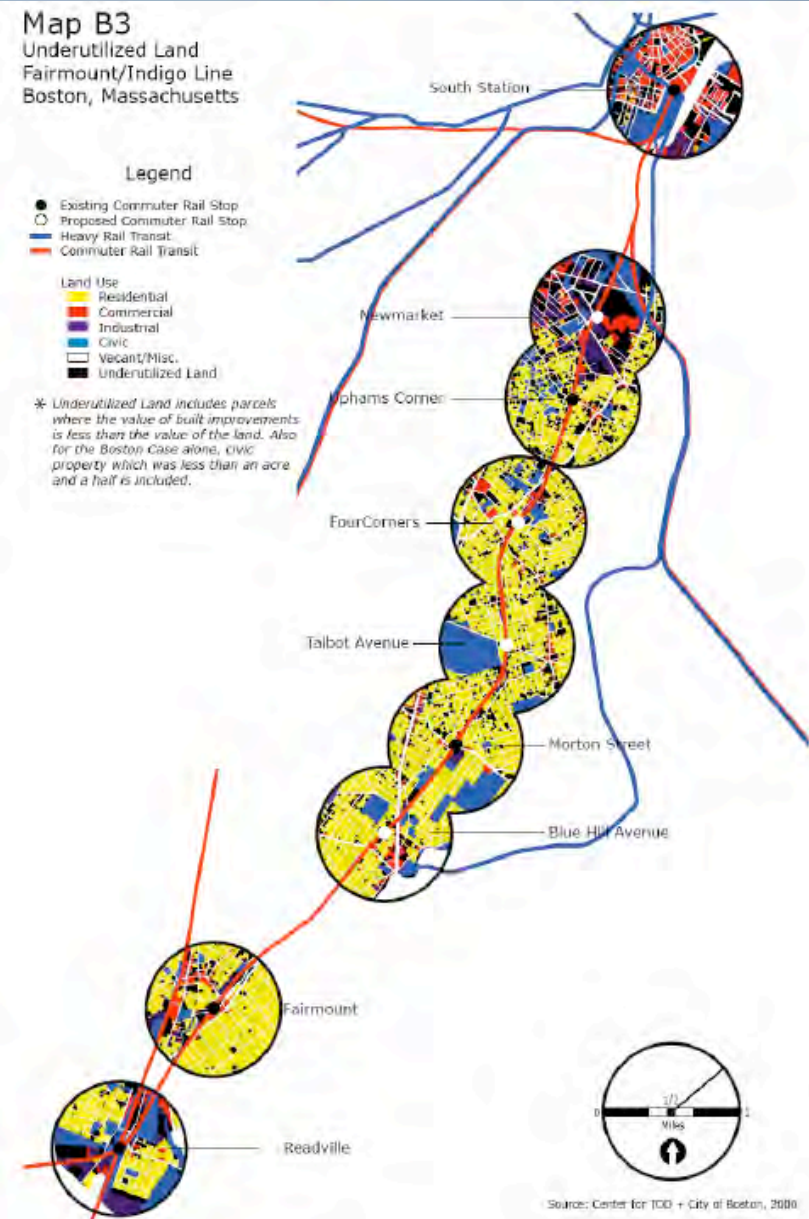




# Case Study: Boston's Fairmount Line

## Obstacles

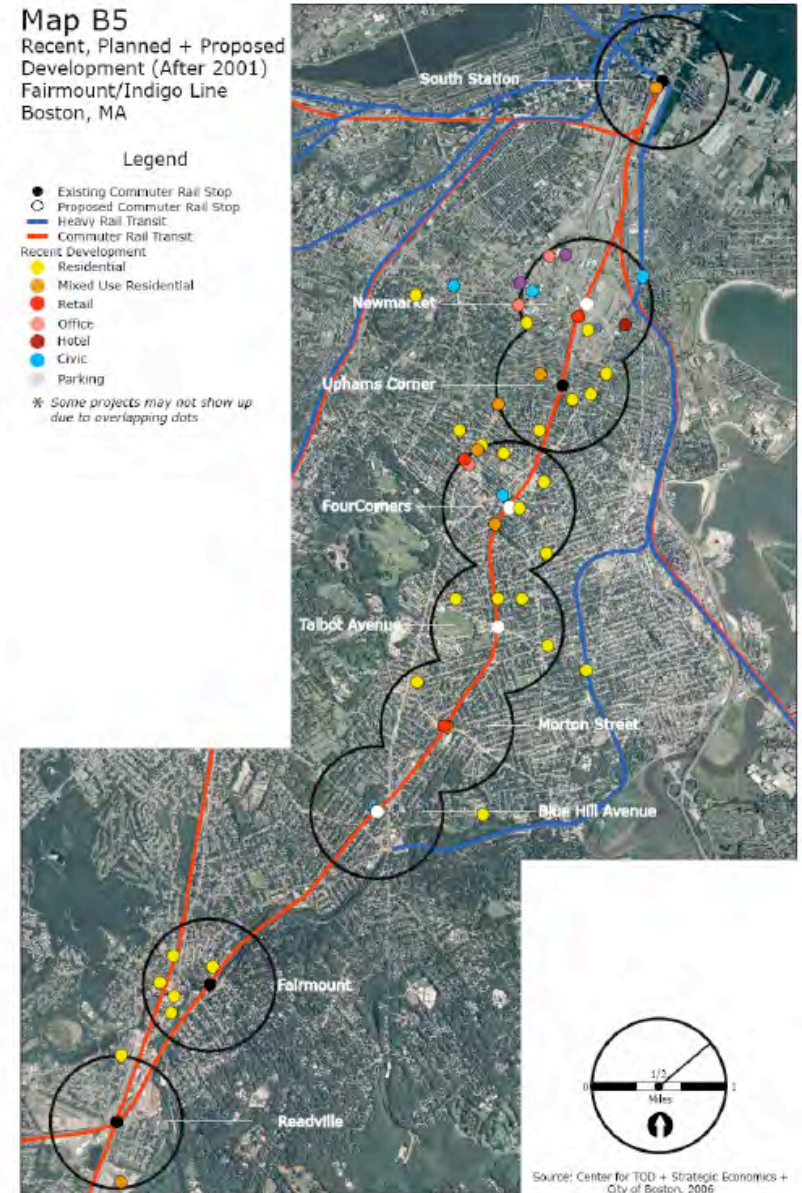
- Small, Isolated Redevelopment Sites
- Zoning Doesn't Encourage TOD
- Both Preservation and New Construction need to be Part of Affordable Housing Strategy
- Environmental Remediation is a Barrier



# Case Study: Boston's Fairmont Line

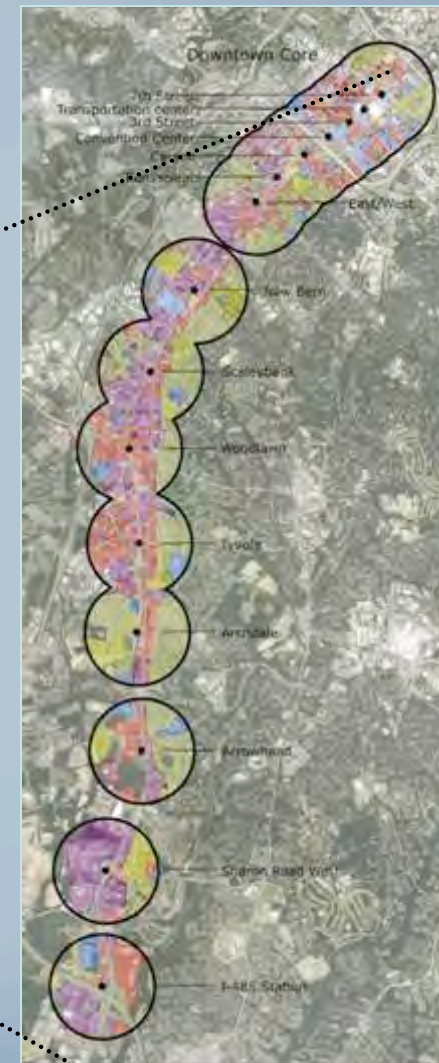
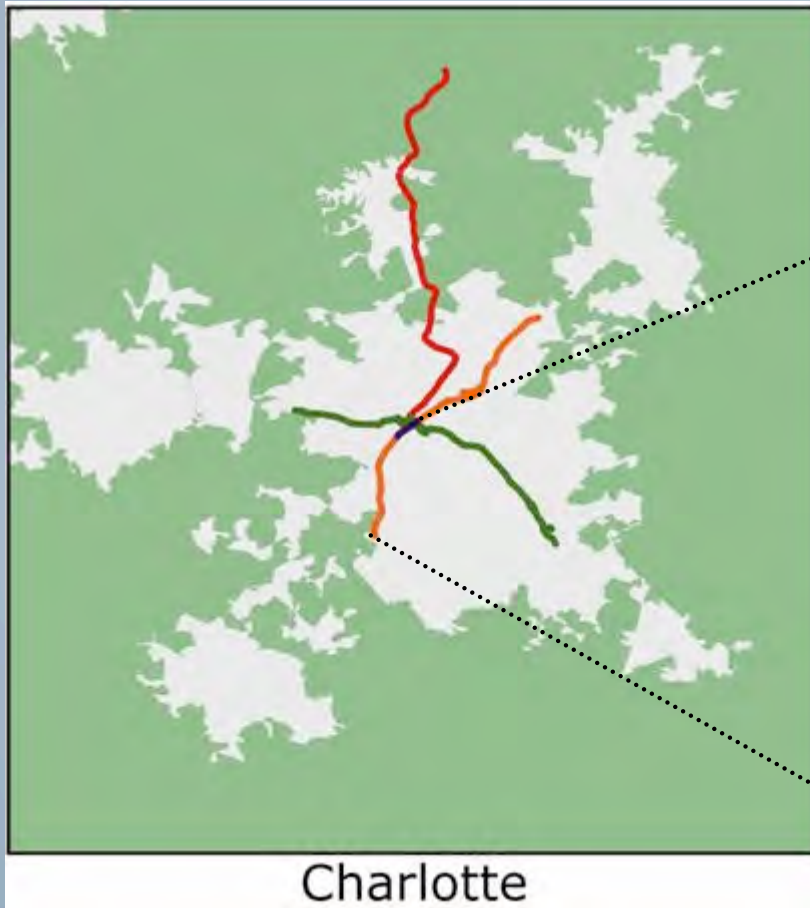
## Lessons

- State Assistance to Level the Playing Field and Provide Expertise
- Involve CDCs Throughout Process
- Create Flexibility in Existing Affordable Housing Funding Streams



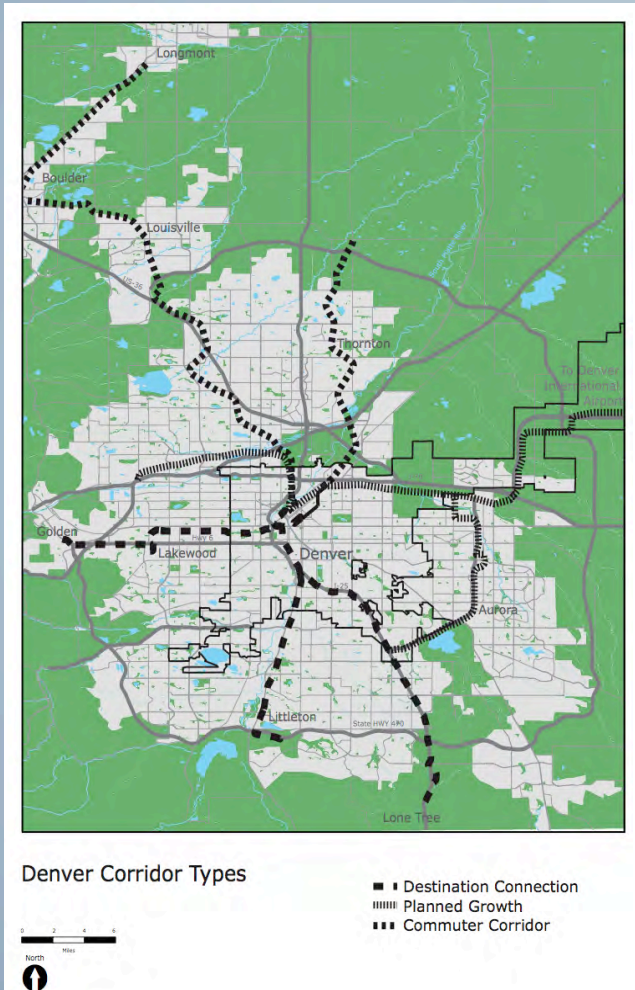


# Regions Are Networks of Corridors



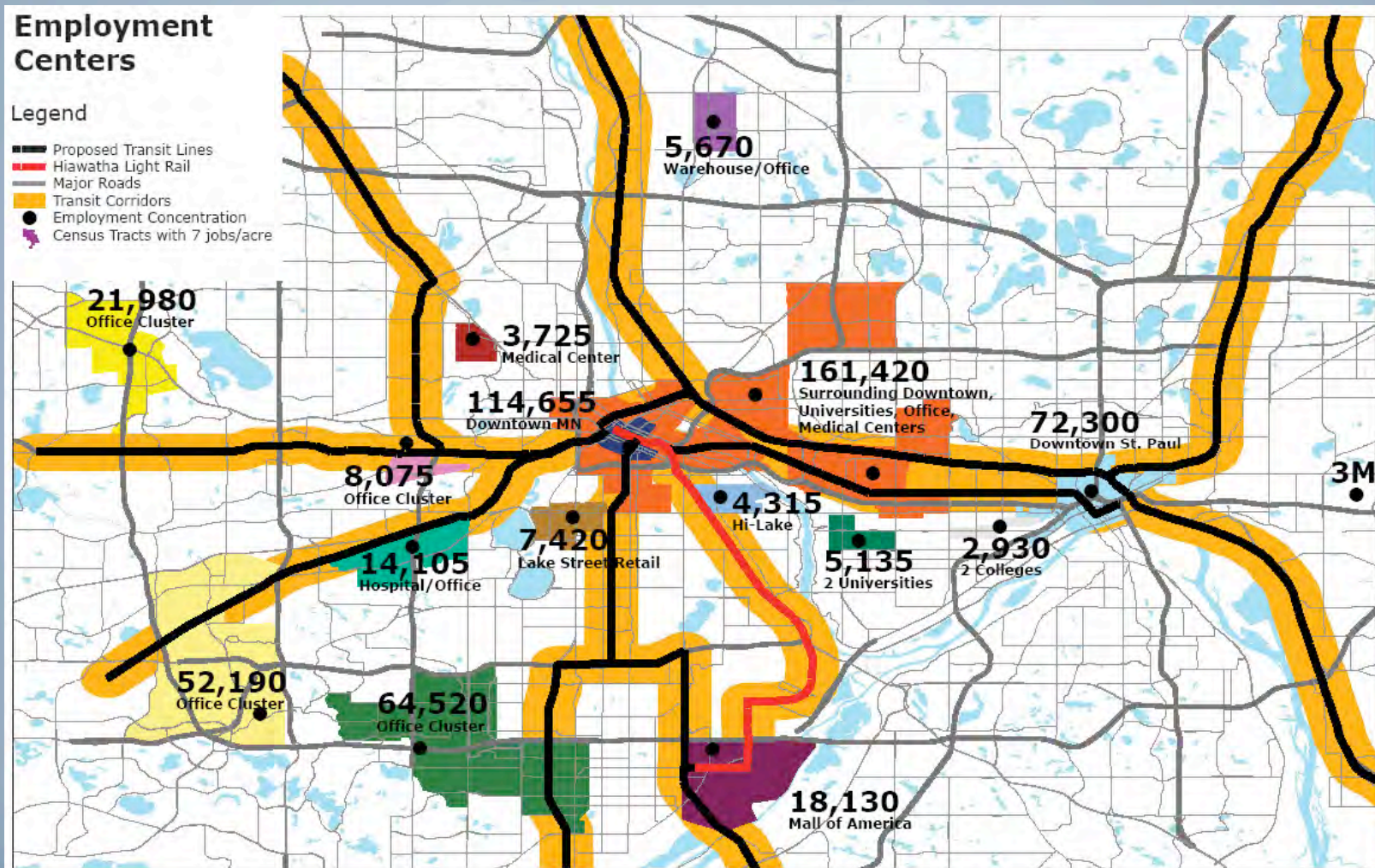


# Regions are Networks of Corridors



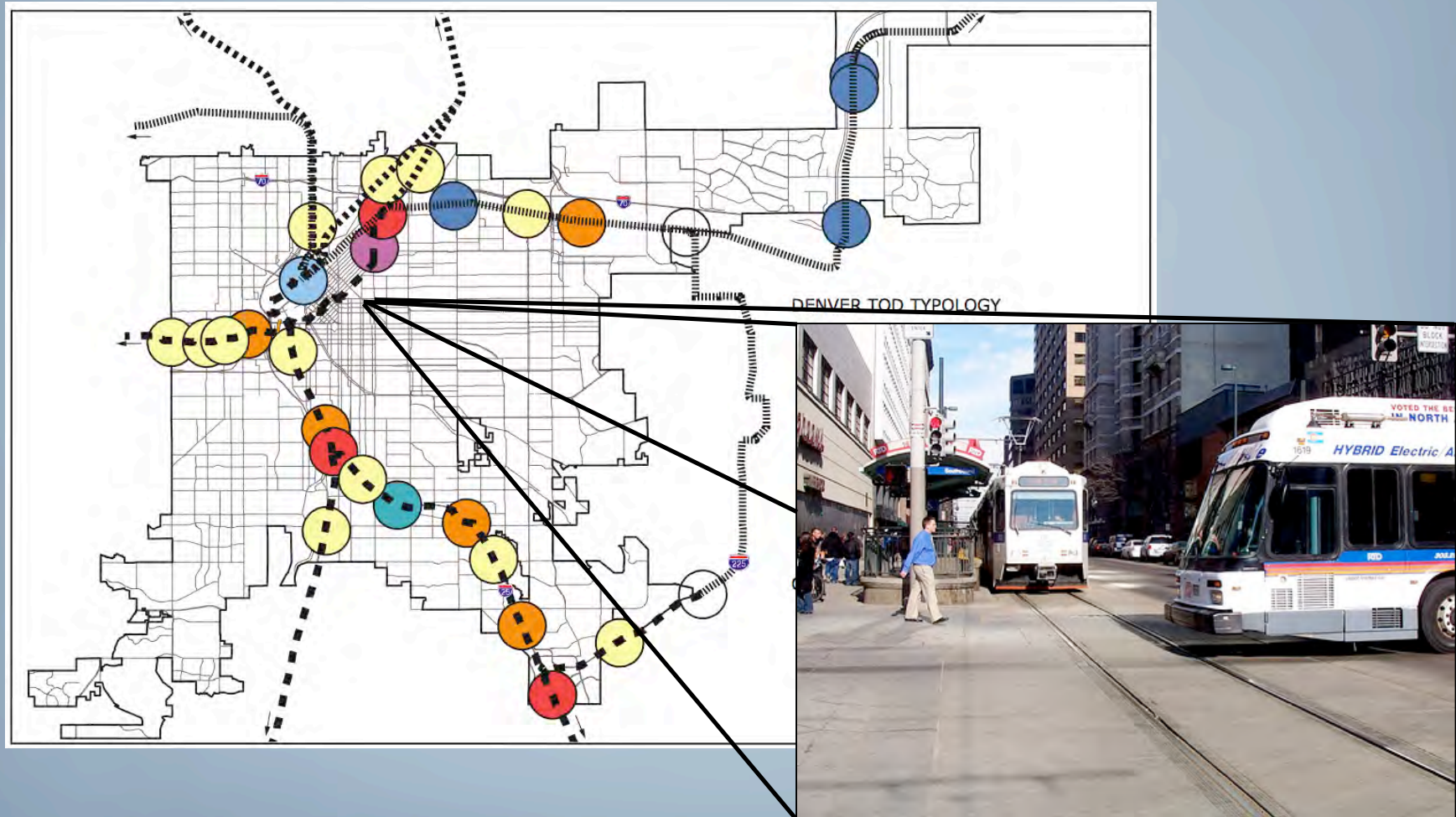
- Corridors present different market opportunities
- Corridors can change over time with growth
- More research needed
  - Density thresholds
  - Market dynamics
  - Ridership implications
  - VMT Impacts

# Regional Job Links Critical





# Connecting the Region Back to the Site



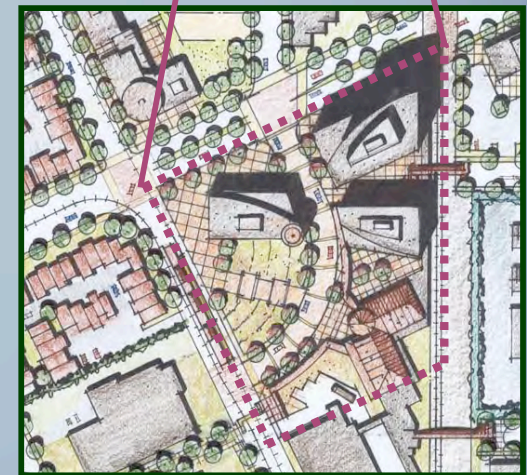


# Two types of Sites

- **Transit-Oriented DISTRICT**
  - Area w/in a 5 minute walk of transit
  - Transit Villages / Town Centers / urban infill / greenfield
- **Joint Development**
  - On publicly owned land
  - Next to the station



Santa Ana TOD



Santa Ana Joint Development

# Details: Getting TOD Wrong

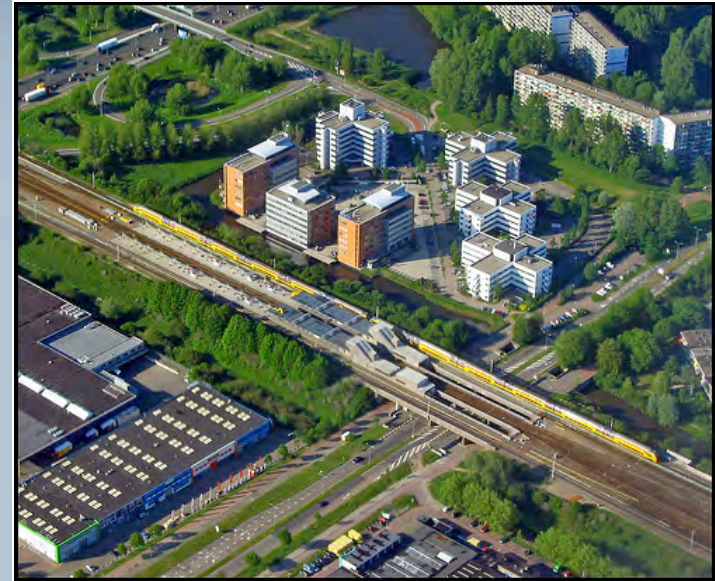
- Streets





# Details: Getting TOD Wrong

- Buildings

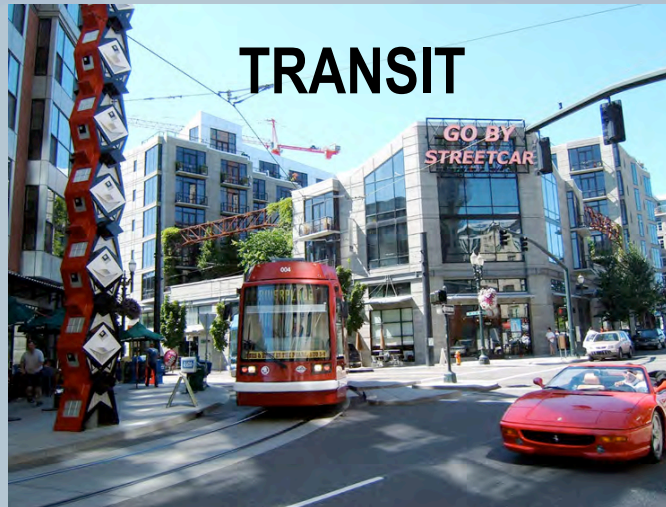




# Getting TOD Right: Portland's Pearl District



**WALKABLE  
STREETS**



**TRANSIT**



**PARKS AND PLAZAS**



**DENSE  
NEIGHBORHOOD**





# Getting TOD Right: Rosslyn-Ballston Corridor



# Lessons for TOD for Baltimore

- *Plans and codes are often not sufficient to stimulate high quality TOD in distressed neighborhoods.*
- *Need strong partnerships between philanthropy, local/regional government, market actors and community.*
- *Think corridor and neighborhood, not site.*
- *Social seams/community hubs are key to successful long-term diversity.*
- *Be proactive about capturing value that is being created. Get tools in place early to ensure long-term diversity and stability.*
- *Consider bigger thinking: like master developer agreements and land acquisition funds.*
- *Transit is a public investment, and thus should provide benefits to a full range of households.*

